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AUTHOR Imel, Susan
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INSTITUTION ERIC Clearinghouse on Adult, Career, and Vocational Education, Columbus, Ohio.
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ABSTRACT

During the 1980s, most of the new job growth has occurred in small businesses. Not only is the small business enterprise growing, but also its nature is changing. For example, there is an increase in the number of small businesses in the service industry, and a greater number of women than men are starting businesses. Training youth and adults for employment in existing businesses has been a traditional role for vocational education, but there has been little consideration of this training as a basis for self-employment. Given recent trends, entrepreneurship education should be incorporated into the vocational and technical curriculum. Vocational education can help prepare youth for roles as entrepreneurs as well as for employment in small businesses. (This report lists sources of information about the role of vocational education in entrepreneurship development. In addition to 31 print resources, it lists 10 organizations that support entrepreneurship.) (KC)

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ERIC Clearinghouse on Adult, Career, and Vocational Education

TRENDS AND ISSUES ALERTS

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ENTREPRENEURSHIP EDUCATION

During the 1980s, most of the new job growth has occurred in small businesses. The following facts from the ***State of Small Business: A Report of the President*** (1988) reflect this trend:

- o In 1987, employment in small businesses increased by 3.5 percent compared to 2.7 percent in large businesses.
- o Between 1980 and 1986, small businesses created 63 percent of the 10.5 million new jobs, and 38.7 percent of these jobs were created by businesses with fewer than 20 employees.
- o In 1986, there were record numbers of new business incorporations and new business starts.
- o There are now 18 million small businesses, including many part-time businesses.

Not only is the small business enterprise growing, but also its nature is changing. For example, there is an increase in the number of small businesses in the service industry, which is a direct result of the shift in the U.S. economy from goods production to service production. For a number of reasons, including dissatisfaction with traditional employers, need for greater flexibility, and desire for better compensation, women are starting businesses at a rate three times that of men (Ashmore 1988).

Training youth and adults for employment in existing businesses has been a traditional role for vocational education. However, there has been little consideration given to the possibility that this same training could also serve as a basis for self-employment. Results of recent research conducted by the National Federation of Independent Business revealed that a great number of the nation's business owners have only a high school diploma. Many also have a background in vocational education (Bebris and Ashmore 1988).

These findings, combined with trends in small business development, suggest that the incorporation of entrepreneurship education into vocational and technical curriculum should be encouraged. Entrepreneurship education teaches students to assess their own attitudes, aptitudes, and skills relative to those necessary for developing and running a business.

According to the Naisbitt Group (1986), "the 1990s will be the decade in which entrepreneurism is recognized as the backbone of American business" (p. 2). Vocational education can help prepare youth for roles as entrepreneurs as well as for employment in small businesses.

This ***Trends and Issues Alert*** contains information about the role of vocational education in entrepreneurship development. In addition to print resources, it lists organizations that support entrepreneurship.

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Resource Organizations

Center for Entrepreneurial Management, 180 Varick Street, Penthouse Suite, New York, NY 10014 (212/233-0060).

Center on Education and Training for Employment, 1900 Kenny Road, Columbus, OH 43210-1090 (614/292-4353 or 800/848-4815).

International Council for Small Business, c/o Institute of Entrepreneurial Studies, 3774 Lindell Blvd., St. Louis University, St. Louis, MO 63108 (314/658-3896).

National Federation of Independent Business, 600 Maryland Avenue, SW, Suite 700, Washington, DC 20024 (202/554-9000).

Small Business Administration, 1441 L Street, NW, Washington, DC 20416 (800/368-5855).

Small Business Assistance Center, 554 Main Street, Worcester, MA 01601 (617/756-3513).

Small Business Foundation of America, 20 Park Plaza, Suite 438, Boston, MA 02116 (617/350-5096).

Small Business Network, P.O. Box 30149, Baltimore, MD 21270 (301/466-8070 or 800/732-7327).

Women Entrepreneurs, 1275 Market Street, Suite 1300, San Francisco, CA 94103 (415/929-0129).

Young Entrepreneurs Organization, Campus Box 147, Wichita State University, Wichita, KS 67208 (316/689-3000).

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CENTER ON EDUCATION AND TRAINING FOR EMPLOYMENT
THE OHIO STATE UNIVERSITY
1900 KENNY ROAD • COLUMBUS, OHIO 43210
Telephone: (614) 292-4353 or (800) 848-4815